

ABSTRACT

A method and a system for providing promotional material to consumers can include a series of steps. The steps can include establishing a computer communications session between a merchant computer system and a remote computer system and reading consumer purchase information from the merchant computer system. The consumer purchase information can include consumer identifying information and product information. The step of identifying one or more consumers in need of one or more products based on the consumer purchase information can be included. The method further can include the step of associating the promotional material corresponding to the one or more products with the identified consumers in the remote computer system. Additionally, the step of making the promotional material available to the identified consumers using a promotional material delivery system can be included.